



**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**  
**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/15 thru 12/21**  
 (prices in dollars per carton)

Fri. Dec 15, 2006

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		18.9% of 17,000 stores				36.4% of 17,000 stores				35.1% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			300	1.19			280	1.01			210	0.95
	White 18 pack			150	1.50			160	1.83	60	1.09	880	1.34
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	110	1.00	710	1.05	70	1.36	630	0.98	310	1.04	840	0.94
	White 18 pack			290	1.15			1,070	1.50	60	1.00	1,530	1.38
	Brown 12 pack							10	0.77				
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			510	3.14			30	3.99			960	3.15
	OMEGA-3												
	White 12 pack	50	2.50	740	2.50			880	2.00	630	2.28	870	2.23
	Brown 12 pack	10	1.48			210	2.50	330	2.32			140	2.99
	CAGE-FREE												
	White 12 pack			120	2.00			250	2.00				
	Brown 12 pack			870	2.18	60	2.50	1,080	2.08			1,240	2.48

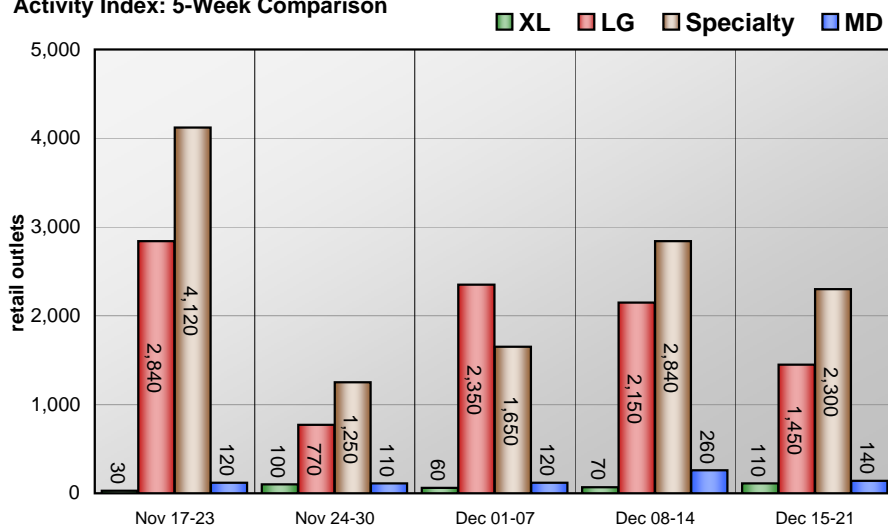
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,560	2,220	3,890	Large Eggs on
Specialty	2,300	2,840	3,840	Dec-11-2006
Total (includes MD)	4,000	5,320	7,730	582.4
Special Rate 4/:	0.1%	18.7%	3.2%	down 5%

5/: 1,000's of 30-doz cases

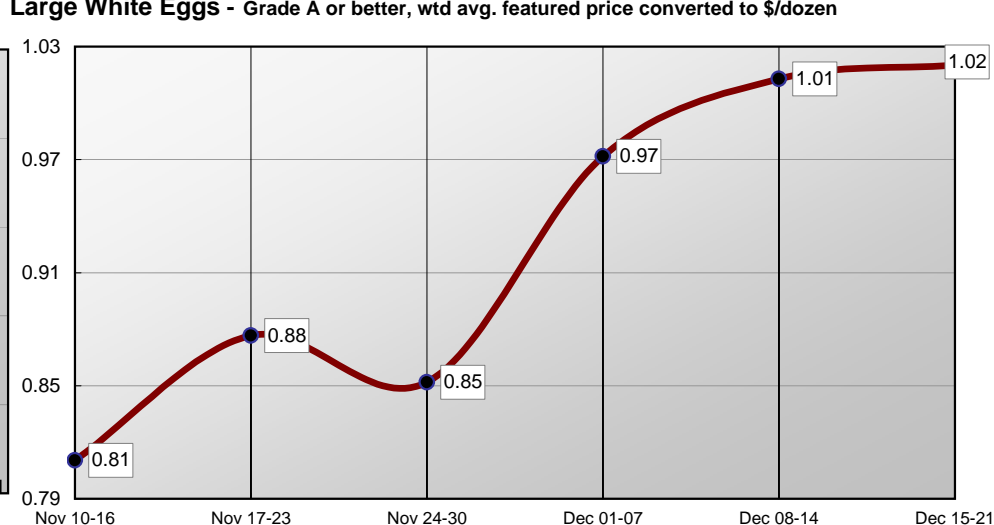
**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg feature activity is considerably lower than both last week and the same week last year. Of outlets sampled, only about 19% are promoting shell eggs this week. Specialty shell eggs reflect a slight decline from a week ago. Omega-3 eggs are still commanding ad space, however Cage Free brown eggs are still in the top position. USDA Certified Organic ads increased. Overall feature activity on Egg Products dropped tremendously this retail period, with most features concentrated in the Northeast and Southeast regions. Seasonal Egg Nog promotions increased with over half of sampled stores with ads. Notably, many stores are offering more than one size and brand to consumers at discounted prices.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		26.9% of 3,900 sampled outlets Activity Index = 1,560 (includes Medium)						11.9% of 4,700 sampled outlets Activity Index = 550 (includes Medium)						26.5% of 2,800 sampled outlets Activity Index = 810 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.99	10	0.99										0.88	10	0.88
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.69	10	0.69
	White 12 pack				0.98 - 1.29	530	1.09	1.00	50	1.00	1.00	60	1.00	0.99 - 1.00	40	1.00	0.79 - 1.00	50	0.89
	White 18 pack										0.99 - 1.29	190	1.09				0.99 - 1.29	100	1.28
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack			0.50	10	0.50	White 12 pack						White 12 pack					
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.99	340	3.06										5.58	20	5.58
S P E C I A L T Y	OMEGA-3																		
	White 12 pack	2.50	50	2.50	2.04 - 2.99	490	2.68										1.69 - 2.99	230	2.16
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack				1.79 - 2.50	130	2.36				2.00 - 2.50	250	2.02				2.19 - 2.50	350	2.29
	Brown 12 pack																		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		19.5% of 2,700 sampled outlets Activity Index = 710 (includes Medium)						10.1% of 1,900 sampled outlets Activity Index = 210 (includes Medium)						15.2% of 1,000 sampled outlets Activity Index = 160 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.39	90	1.03				0.99 - 1.39	170	1.30				0.99 - 1.50	20	1.26
	White 18 pack				1.50	140	1.50										1.50	10	1.50
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack			0.79	100	0.79	White 12 pack			1.00	10	1.00	White 12 pack			1.00	10	1.00
	White 12 pack	1.00	20	1.00	0.88 - 1.00	70	0.91												
	White 18 pack																		
S P E C I A L T Y	Brown 12 pack							White 12 pack						White 12 pack					
	MEDIUM	White 12 pack						White 30 pack						White 30 pack					
	White 30 pack																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.56	10	2.56				3.19	20	3.19				2.99	120	2.99
	Brown 12 pack																		
S P E C I A L T Y	OMEGA-3																		
	White 12 pack				2.00	20	2.00												
	Brown 12 pack	1.48	10	1.48															
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack				2.00	120	2.00												
	Brown 12 pack				1.79 - 2.00	130	1.98				2.89	10	2.89						

Note: See page 1 for explanatory notes.



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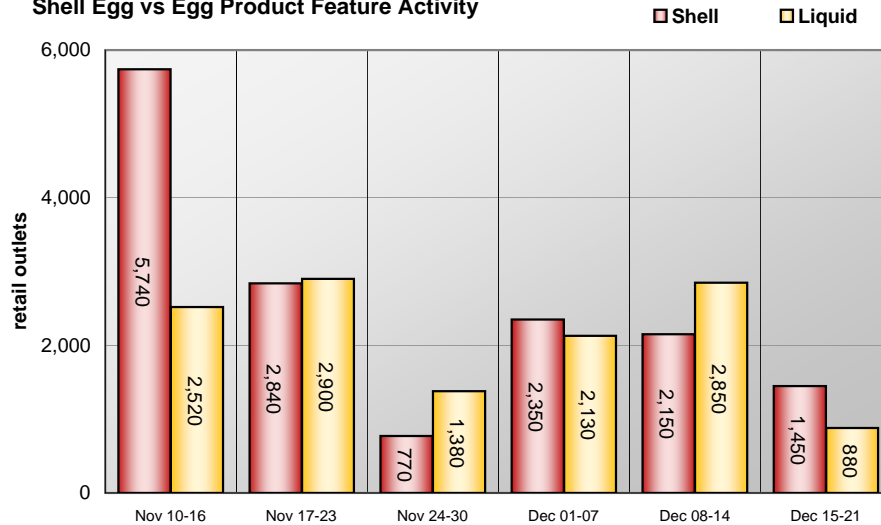
EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.3%	13.6%	16.0% of 3,900 sampled	2.4% of 4,700 sampled	0.0% of 2,800 sampled	0.0% of 2,700 sampled	0.0% of 1,900 sampled	0.0% of 1,000 sampled
2/ Activity Index	880	2,850	Activity Index = 660	Activity Index = 220	Activity Index = 0	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	540 2.56	1,740 2.34	1.99 - 2.99 430 2.70	2.00 - 2.29 110 2.01				
32 oz. carton	20 3.99	90 3.99	3.99 20 3.99					
3 - 4 oz. cups	320 2.00	1,020 1.95	2.00 210 2.00	2.00 110 2.00				
2 - 8 oz. cups								

## SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

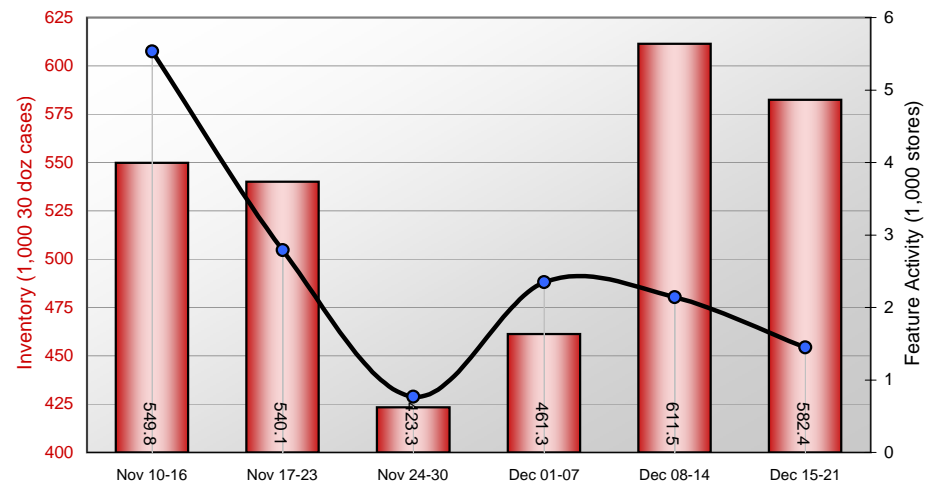
(Non-alcoholic egg nog; this section will run through January 1, 2007)

EGG NOG	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	51.7%	40.9%	56.6% of 3,900 sampled	19.7% of 4,700 sampled	68.3% of 2,800 sampled	58.3% of 2,700 sampled	74.3% of 1,900 sampled	75.9% of 1,000 sampled
2/ Activity Index	10,990	8,560	Activity Index = 3,660	Activity Index = 1,140	Activity Index = 1,900	Activity Index = 1,960	Activity Index = 1,500	Activity Index = 830
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
32 ounce	3,430 2.32	4,380 2.27	1.69 - 3.99 1,570 2.54	1.50 - 3.39 310 2.51	1.39 - 2.50 700 1.84	1.49 - 2.99 670 2.26	1.50 - 3.00 60 2.28	1.25 - 2.99 120 2.14
64 ounce	7,560 3.02	4,180 3.35	2.99 - 4.49 2,090 3.69	2.50 - 3.99 830 2.94	1.98 - 3.00 1,200 2.48	1.99 - 3.00 1,290 2.64	2.50 - 3.99 1,440 2.99	1.99 - 3.29 710 2.77

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.